18 April 1950

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Program Director
Radio Station WMAQ
Chicago, Illinois

Dear Sir,

We here at WYBC recently incorporated a new feature in our sign off procedure which should be of interest to you. We have found that there is a large number of students here on the Yale campus who listen to their radios after our one a. m. sign off time. As a special service to these members of our audience we now recommend in our sign off that they tune in to WMAQ for their after hours listening.

Despite the distance of New Haven from Chicago, we have found reception of WMAQ to be sufficiently clear for it to be well worth while to take advantage of the early morning broadcasting by WMAQ.

Cordially,

The Yale Broadcasting Company

Howard Eaton, Jr.
Program Director

HE/ct

" THE VOICE OF THE YALE CAMPUS"

WYBC
THE YALE BROADCASTING COMPANY

MEMORANDUM:

From: Program Department

To: All Baseball Fans

Re: Yale Home Games

THROUGH THE COURTESY OF THE STANLEY SOAP COMPANY, WYBC'S SPORTS DEPARTMENT WILL BRING YOU A HIT BY HIT DESCRIPTION OF ALL ELI HOME BASEBALL GAMES. YALE'S HIGHLY TOUTED DIAMONDMEN WILL BE DEFENDING THEIR EASTERN INTERCOLLEGIATE CROWN, SO DON'T MISS THE THRILL-PACKED BROADCASTS.

KEEP THIS SCHEDULE FOR YOUR REFERENCE.

Tuesday	April	13	Fordham
Tuesday	April	20	Connecticut
Thursday	April	22	Boston College
Saturday	April	24	Amherst
Tuesday	April	27	Springfield
Thursday	April	29	Massachusetts State
Wednesday	May	5	Providence
Saturday	May	8	Pennsylvania
Wednesday	May	12	Columbia
Wednesday	May	19	Trinity
Saturday	May	22	Army
Wednesday	May	26	Holy Cross

CONSULT THE WYBC PROGRAM SCHEDULE IN THE YALE DAILY NEWS FOR THE TIME OF BROADCAST.

KEEP TUNED TO 640 kc. ON YOUR DIAL FOR COMPLETE AND ACCURATE SPORTS COVERAGE, AND LISTEN REGULARLY TO:

THE SPORTS PAGE	SUN-FRI.	8:00-8:15
MULCAIRE REMEMBERS	WED.	8:45-9:00
TIME OUT	MON.	8:50-9:00

WYBC - 640 ON YOUR DIAL - NEWS, SPORTS, MUSIC, DRAMA -